



Northern Arizona Intergovernmental Public Transportation Authority

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Mountain Line Rolls Out System-wide Real Time Arrival Technology

FLAGSTAFF, AZ (January 9, 2013) – Mountain Line passengers will now have real-time information on when the next bus will arrive with the addition of TransLoc Transit Visualization technology on the entire fleet.

Already in place on the Mountain Link Route 10 route for more than a year, TransLoc was awarded the contract through a competitive bid process to expand its GPS hardware to all Mountain Line vehicles.

Mountain Line riders can download a free app for iPhone, Android or Blackberry to see buses in real time on their smartphone, updating every second. Riders without smartphone access can send a text message to a designated number with the corresponding bus stop code to receive an estimated arrival time of the next three buses for their requested stop.

“Real time arrival is one of the most cutting-edge transit technologies and we are pleased to offer this new feature to our Mountain Line riders,” said NAIPTA CEO & General Manager Jeff Meilbeck. “TransLoc takes the guesswork out of trip planning and ensures that our riders have the most up-to-date information that is relevant to them and the routes they use.”

The addition of TransLoc will also assist Mountain Line customer service representatives as they field phone calls from riders inquiring about the status of a particular bus. In addition, the Mountain line staff will have access to several back-end reports that will assist with on-time performance and tracking and scheduling the fleet.

Smartphone users can download the TransLoc app directly to their phone. For a link to the app and instructions on how to use the SMS text messaging component, please visit <http://mountainline.transloc.com/info/mobile>.

NAIPTA is the transit agency in northern Arizona operating the Mountain Line, Mountain Lift and Mountain Link systems in Flagstaff. NAIPTA also coordinates services with Campus Shuttle Service at Northern Arizona University. Visit www.naipta.az.gov for more information.



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